

MAR 12 1924 ✓

©CIL 19985 ✓

ICEBOUND ✓

Photoplay in seven reels ✓

From the Play by Owen Davis ✓✓

Directed by William DeMille ✕

Author of the photoplay (under Section 62)

Famous Players Lasky Corporation of the U.S. ✓

Maps on this order too large to be entirely included in one exposure are filmed clockwise beginning in the upper left hand corner, left to right and top to bottom as many frames as required. The following diagrams illustrate the method:

1	2
3	4

1
2

1	2	3
4	5	6
7	8	9

"Icebound" is 7 Reels—6,471 Feet Long

PARAMOUNT

PRESS

Adolph Zukor and Jesse L. Lasky present

A WILLIAM DE MILLE Production

"ICEBOUND"

with Richard Dix and Lois Wilson

From the play by Owen Davis

✓ Screen play by CLARA BERANGER ✓

A Paramount Picture

PURPOSE: To Help You Sell the Picture to the Public.

WILLIAM DE MILLE HAS PRODUCED ANOTHER
BOX-OFFICE ATTRACTION IN "ICEBOUND"
WHICH WON PRIZE AS FINEST AMERICANWhen You Play "Icebound", You Will
Know That William de Mille Has
Struck His Box-Office Stride

It's the greatest de Mille Picture of all

As a stage play it won the Pulitzer Prize awarded each
year to the best American drama, and ran over a
year at the Harris Theatre, Broadway

CAST

Ben Jordan	Richard Dix
Jane Crosby	Lois Wilson
Emma Jordan	Helen Dubois
Hannah	Edna May Oliver
Nettie Moore	Vera Reynolds
Sadie Fellows	Mary Foy
Orin Fellows	Joseph Depew
Ella Jordan	Ethel Wales
Mrs. Jordan	Alice Chapin
Henry Jordan	John Daly Murphy
Judge Bradford	Frank Shannon

Synopsis in Brief

Ben Jordan (Richard Dix) is a wild, handsome young chap dissatisfied with the drab life led on the New England farm his folks have worked for generations. While playing cards and drinking with some neighbor lads in their barn, Ben by accident sets the place afire and disappears to avoid arrest.

He returns some time later on the night his old mother dies. She disappoints all her greedy relatives by leaving her considerable fortune to Jane Crosby (Lois Wilson), the young woman who has been living with her as her ward, with the understanding that Jane is to make a man out of Ben.

Jane offers to put up money to keep Ben out of jail if he will consent to settle down and work the farm for her. Reluctantly he does this. Jane gradually falls in love with him.

Ben, eager for warmth and youthfulness, falls for a while for the vamping of his flapper cousin, Nettie. Jane, brokenhearted, prepares to transfer over the Jordan money to Ben and clear out. But at the last minute he realizes that it is Jane whom he loves.

Highlights

Don't let your patrons get the idea that this is just one more story of the frozen North. "Icebound" refers to feelings rather than weather.

It is the dramatic romance of a young girl who is left a fortune with the provision that she reform a certain wild young man. It is also a story of the revolt of youth against the hard conditions of New England farm life and ultra-puritannical outlook. The trouble with his folks, says the young man, is that their hearts are selfish, unfeeling, hard, "icebound."

The cast is headed by Richard Dix and Lois Wilson and includes the little girl who played Gloria Swanson's younger

Stage and Screen,
Stars of 3 Nations
Play in "Icebound"

The stages and screens of three great nations—the United States, England and France—are represented in William de Mille's new Paramount production, "Icebound," opening at the Theatre next

Lois Wilson, who has appeared in five previous de Mille successes, "Midsummer Madness," "What Every Woman Knows," "The Lost Romance," "Miss Lulu Bett" and "Only 38," plays the leading role in "Icebound." Richard Dix, who plays the leading male part opposite Miss Wilson, has never appeared in a William de Mille production before. Miss Wilson and

Mr. Dix represent the finest types of American screen art.

England is represented by Mrs. Alice Chapin, an American actress who has appeared on the stages of England for about twenty-five years and whose name has been so indelibly linked with the great actors and actresses of the Old World that England claims her as a British artist.

Mrs. Chapin plays the part of Mrs. Jordan, a New England mother.

France claims Mme. Adrienne d'Ambricourt, who plays a French mother in "Icebound," as one of its leading actresses. She appeared in the support of Sorel and Sarah Bernhardt in the European capitals and made her American screen debut in Gloria Swanson's latest success, "The Humming Bird." She came to the United States to appear with Irene Bodoni in "The French Doll."

"Icebound," Owen Davis' stage success of last season, awarded the Pulitzer prize for the best American play of the year, was adapted to the screen by Clara Beranger.

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ADOLPH ZUKOR and JESSE L. LASKY present
ICEBOUND
A
William de Mille
PRODUCTION

STIRRING!
COLORFUL!
GRIPPING!
THRILLING!
BRILLIANT!
REALISTIC!
SOULFUL!
DIFFERENT!

BROADWAY'S
prize play makes



PARAMOUNT

Advertisements Page 2—Press Material Page 3

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Screen play by CLARA BERANGER

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ACTION IN "ICEBOUND", WHICH
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Mother's Freak Will Leaves Her Son to the Girl He Loves

Parent Makes a Pretty Girl Her Heir and Stipulates
She Marry Her Son and Make a Man of Him

This is one of the unusual episodes in William de Mille's Paramount production, "Icebound," for which Clara Beranger wrote the scenario from the Pulitzer prize play by Owen Davis. Lois Wilson has the role of the girl, Richard Dix plays the youth and Mrs. Alice Chapin appears in the part of the mother.

The theme of "Icebound" is the rebellion of youth against the severe family life on a New England farm. The youth, back from the war in France, recalls the warmth and joyousness of the French people and refuses to work the farm as generations of his people have before him. His mother's pleas are in vain and upon her death she leaves her fortune to her step-niece, with the provision that a younger woman of charm can win him back to the family tradition.

During a party in a neighbor's barn, the youth sets it afire and faces a prison term on a charge of arson, and the girl risks her fortune to keep him free, her only condition being that he obey her commands. First a rebellious slave, then a willing helper and finally an ardent lover—these three changes are brought about by the girl through her faith in the youth.

The cast, besides those mentioned, includes Vera Reynolds, Edna May Oliver, Ethel Wales and a company of star players.

"Icebound" opens a..... days' run next at the Theatre.

PUTTING IT OVER RIGHT

William de Mille is producing pictures for the box-office now. "Don't Call It Love" made big money, and "Icebound" will make even more. It has an appealing story, that of a pretty girl inheriting a wild young fellow in a will, making him into a real man because she loves him, almost losing him to a vampish flapper, and then winning him gloriously in the end.

Richard Dix ("The Call of the Canyon," "To the Last Man," "The Ten Commandments,") Lois Wilson ("The Call of the Canyon," "To the Last Man," "The Covered Wagon," "Monsieur Beaucaire,") and Vera Reynolds (the flapper girl of "Prodigal Daughters" and "Shadows of Paris,") head a good box-office cast.

De Mille has emphasized the human side of the story in producing it.

Don't give them the idea that this is just another story of the great open spaces of the frozen North. The scene is New England and France. There isn't a Northwest Mounted cop in it. "Icebound" refers to the hearts and feelings of the chief characters, who at the beginning of the picture are too "icebound" to love or help each other. But they melt. Oh, boy, how they melt when Vera Reynolds parades out to Richard Dix in her new low cut gown from Paris!

The highbrows in your town will lay great store by the fact that "Icebound" as a stage play won the Pulitzer Prize for 1923 for the best American drama produced during that year. "Anna Christie" won it the year before. Owen Davis, author of "Icebound," also wrote "Nellie the Beautiful Cloak Model" and over a hundred other knock-down-and-drag-out melodramas. So you see "Icebound" will appeal to highbrows and low-brows alike. It will get them all. And that's the kind of a show you want.

There's a railroad station in your town, isn't there? And

ADOLPH ZUKOR and JESSE L. LASKY present

ICEBOUND

William de Mille PRODUCTION

STIRRING!
COLORFUL!
GRIPPING!
THRILLING!
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The cast is headed by Richard Dix and Lois Wilson and includes Vera Reynolds, the little girl who played Gloria Swanson's younger sister in "Prodigal Daughters" and the lass who vamped the apache in the taxi in "Shadows of Paris." Edna May Oliver, one of the best comedienettes on the New York stage, has a great part. Frank Shannon, who played the hero in "Anna Christie" on the stage, and Ethel Wales, prominent in "The Covered Wagon," are also in it.

Picture Facts

Featured Players—Richard Dix and Lois Wilson who were seen together in the Zane Grey productions, "The Call of the Canyon" and "To the Last Man." Miss Wilson also recently played opposite Thomas Meighan in "Pied Piper Malone" while Dix had a leading role in "The Christian" and was featured with Betty Compson in "The Sign of the Cross."

Producer—William de Mille who has hit his box-office stride now. The success of "Don't Call It Love," added to the hits scored before with "Clarence," "Only 38" and "Grumpy," proves it. "Icebound" is the biggest thing de Mille has produced yet.

Author—Owen Davis, known as a past master of rapid-fire drama, has shown in "Icebound" what he could do with a slightly different type of material.

Scenarist—Clara Beranger, author of all the recent de Mille successes, has written a corking continuity that combines humor with strong dramatic action.

Cameraman—L. Guy Wilky who did the photography of "Don't Call It Love," "Grumpy" and many other William de Mille productions.

Type of Story—Romantic drama of New England and France.

Appeal—Being a love story, the picture will appeal to all classes. William de Mille does not go in for the spectacular, rather the simple, human stories of everyday life, stories of events that might happen to anyone.

Advertising—See the corking ads built for you on Page 2. See the gold-getting paper on Page 4. See the money-making hints in the last column on this page. See the ad sales manager at your exchange and ask him what he's got on "Icebound." SEE that the public sees your pictures by advertising!

Stage and Screen Stars of 3 Nations Play in 'Icebound'

The stages and screens of three great nations—the United States, England and France—are represented in William de Mille's new Paramount production, "Icebound," opening at the Theatre next

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STIRRING!
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GRIPPING!
THRILLING!
BRILLIANT!
REALISTIC!
SOULFUL!
DIFFERENT!

BROADWAY'S prize play makes the screen's prize picture. No doubt about you're bound to see "Icebound."

Four-column Newspaper Advertisement 4A. (M)

Would a Girl Stoop to This?

Seeking to Win the Affections of a Man with the Favorite Dress of Her Rival

Few situations in recent motion pictures are as striking as the episode in William de Mille's production of "Icebound" for Paramount, in which a girl steals the new dress of her rival, finds herself in the arms of the man at the very moment that the owner of the dress enters, and then shamefacedly offers to return the garment.

The contest between the two young women is actuated by different motives—one hopes to win him back to cheerfulness and a joy in work, the other seeks him only for herself. Jane, who is made guardian of the youth by his mother's will, tries to arouse all the finer instincts in him through

a sunny disposition and bright clothes. Nettie, a country girl seeking a love affair, and realizing that Jane's party dress may win the youth from her, steals it and wears it—with highly dramatic results.

Lois Wilson plays the part of Jane, Richard Dix appears as the youth, and Vera Reynolds has the role of Nettie. Other noted players in the cast of the picture, which comes to the Theatre for a run of days next are Edna May Oliver, Ethel Wales, Helen Dubois, Mary Foy, Joseph Depew, Alice Chapin, John Daly Murphy and Frank Shannon.

Progre

"American audience pick their entertainment enough care," says Mille. "When I have good photodrama, I am of the author and so the man who directs the company that made my guide the next picture show. The people do not do through a large production. Then the entire industry rather responsible parties."

Ever know Lois Wilson be a school teacher? Yep, she taught down in Alabama. Miss Wilson won a lot in her home town. That's the way she the movies.

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will appeal to highbrows and low-
brows alike. It will get them all.
And that's the kind of a show
you want.

There's a railroad station in
your town, isn't there? And
signs beside one track reading
Westbound or Northbound and on
the opposite side signs reading
Eastbound or Southbound? Why
not add another one? Icebound.
You can tie up with the trip of
the Navy airship Shenandoah to
the North Pole by saying the
Shenandoah is icebound.

Write letters to your newspaper
saying the trouble with *Icebound*
in your town is that they're icebound
and ought to loosen up and get
together better.

Tie-up with summer resorts, rail-
roads, travel bureaus, etc: Don't
swelter in town. Get out where
you're cool and practically ice-
bound.

Tie-up with winter resorts: Don't
be icebound in town. Come where
the balmy, warm breezes blow.

With hardware stores and other
sellers of skates, sleds, etc: Are
you icebound? Get your skates
here.

With ice companies: Icebound
foods and drinks always keep.
Buy your ice from us.

With soft drink sellers: Get a
nice, cooling, icebound drink.

With sellers of mittens, over-
coats, etc: For this icebound
weather, buy your supplies here.

*Put this as a personal in the
newspaper or on post card: Please
help us. We love each other but
we are icebound. Hear our story
at the theatre next.....
Jane Crosby and Ben Jordan.*
(Continued Page 3, Cols. 1 and 2)

ADOLPH ZUKOP and
JESSE L. LASKY present

ICEBOUND

William de Mille
PRODUCTION

(WITH)
**RICHARD DIX
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STIRRING!
COLORFUL!
GRIPPING!
THRILLING!
BRILLIANT!
REALISTIC!
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BROADWAY'S
prize play makes
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Four-column Newspaper Advertisement 4A. (Mats Only)

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ch a girl steals the
her rival, finds her-
as of the man at the
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to return the gar-
between the two
is actuated by dif-
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other seeks him only
Jane, who is made
the youth by his
tries to arouse all
incts in him through

a sunny disposi-
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Program Paragraphs

"American audiences do not
pick their entertainment with
enough care," says William de
Mille. "When I have seen a really
good photodrama, I learn the name
of the author and scenario writer,
the man who directed it and the
company that made it and make it
my guide the next time I go to a
picture show. The majority of
people do not do this and sit
through a large proportion of bad
pictures. Then they blame the
entire industry rather than the re-
sponsible parties."

Ever know Lois Wilson used to
be a school teacher?

Yep, she taught the children
down in Alabama the three 'R's.
Miss Wilson won a beauty contest
in her home town, you know.
That's the way she first got into
the movies.

"I have failed miserably in at-
taining my boyhood ambitions,"
says Richard Dix. "As a street
car conductor and preacher I am
a great screen comedian." Mr.
Dix, featured with Lois Wilson,
will be seen at this theatre on....
.....in "Icebound."

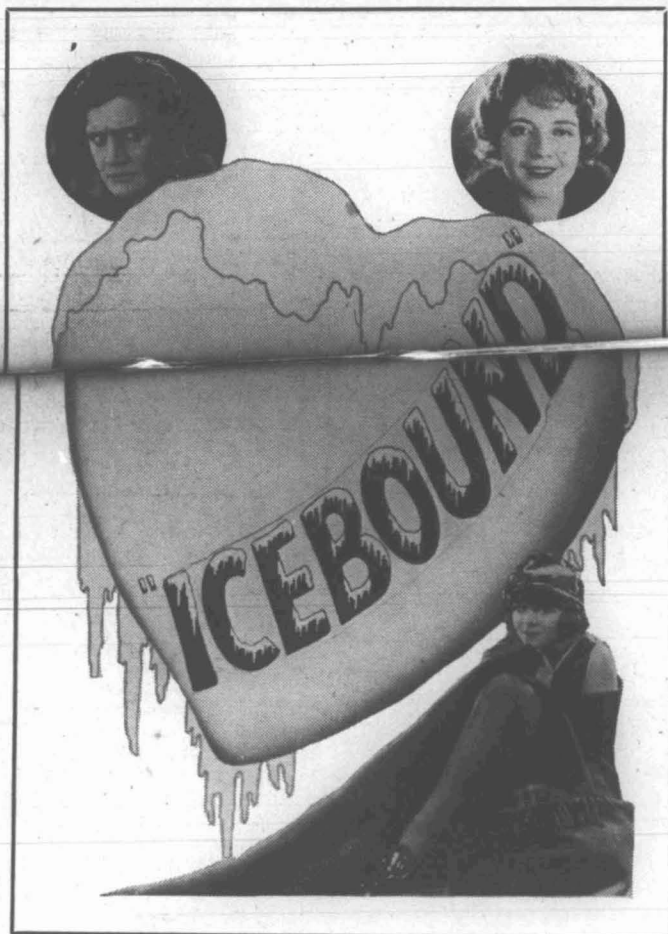
Bootleggers are suspected of in-
terfering with motion picture pro-
duction—carrying off all the cob-
webs they can get hold of. This
startling discovery was made
during the filming of barn scenes
for Paramount's "Icebound," due
here soon. The rafters of the barn,
according to design, required cob-
webs, but a shortage of the filmy
hangings was discovered, and boot-
leggers are being accused.



William deMille's "Icebound" ADS THAT WILL GET THE EYE AN

NOTE TO EXHIBITORS: Your Paramount exchange has mats of all the ads
Also cuts of one, two and two-supplementary ads. See Price

Beautiful Herald



If you've the slightest doubt about the seat-selling power of this four-page, stunningly colored herald, see a sample at your exchange! You'll grab it!

Back page is left blank for theatre name, etc. Only \$3.00 per thousand.

It's America's Prize Pl



"ICEBOUND"

A
WILLIAM de MILLE
PRODUCTION

THE story
hearts m
the fires of lov
heart will melt
this big, warm
to-life drama u



Richard Dix and Lois Wilson in a scene from the
Paramount Picture "Icebound" A William de Mille Production
Two-column Paroduction Mat 2P

The Prize Winner!

Trailers Build Business!

National Screen Service, Inc., with offices at 126 West 46th Street, New York; 845 South Wabash Avenue, Chicago; 917 South Olive Street, Los Angeles; and 284 Turk Street, San Francisco, furnishes good trailers on all Paramount pictures.

On all releases National Screen Service has a Service Trailer consisting of main title and 75 feet of carefully selected scenes. This costs \$5.00, and \$5.00 refund is allowed if you return the trailer within two weeks of shipment.

On certain special productions National Screen Service has a Deluxe Trailer consisting of beautiful art titles and 200 feet of scenes. This is in respect a quality article worthy of the production it advertises. Deluxe Trailers cost \$15.00 during the first sixty days after release date and \$10.00 after the first sixty days. A refund of \$2.50 is allowed if returned within three weeks of shipment.

You can secure a regular trailer service from National Screen Service on all productions at the cost of \$25.00 monthly.

The following Paramount exchanges have these trailers in stock:

William deMille's "Icebound" WILL GET THE EYE AND THE MONEY

RS: Your Paramount exchange has mats of all the ads illustrated in this Press Book.
of one, two and two-supplementary ads. See Price List on Page 4.



It's America's Prize Play!



Presented by
ADOLPH ZUKOR
JESSE L. LASKY

with

**RICHARD DIX
LOIS WILSON**

WILLIAM de MILLE
PRODUCTION

THE story of frozen
hearts melted by
the fires of love. Your
heart will melt, too, as
this big, warming, close-
to-life drama unfolds.

Three-column Newspaper Advertisement 3A (Mats Only)

Trailers Build Business!

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Lois Wilson
in the Paramount Picture
"Icebound"
Production Mat 1PA



Richard Dix
in the Paramount Picture
"Icebound"
Production Mat 1PB

THEATRE



William de Mille
PRODUCTION
WITH
RICHARD DIX, LOIS WILSON

"ICEBOUND"
I won the Pulitzer
prize for the best
American play. Now
it finds new laurels in
screenland's Hall of
Fame. See it and
know why!

From the play by Owen Davis
Screen play by CLARA BERANGER

One-column Press Ad 1A

Ad or Program Paragraphs

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You'll be all bound up in "Icebound," the
screen's most absorbing drama.

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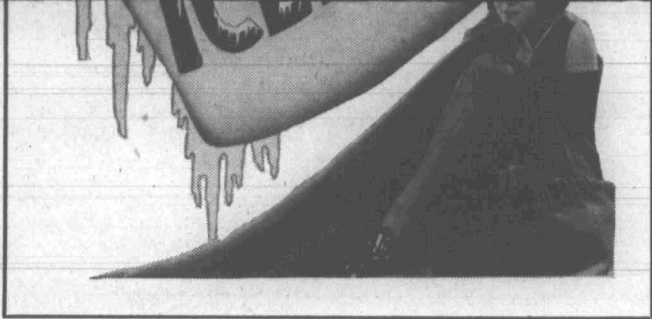
de Mille Per
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cast.



If you've the slightest doubt about the seat-selling power of this four-page, stunningly colored herald, see a sample at your exchange! You'll grab it!

Back page is left blank for theatre name, etc. Only \$3.00 per thousand.



Richard Dix and Lois Wilson in a scene from the Paramount Picture 'Icebound' A William de Mille Production

Two-column Paroduction Mat 2P

The Prize Winner!

ADOLPH ZUKOR and
JESSE L. LASKY present

(With)
RICHARD DIX
LOIS WILSON



THE best judges in the land awarded the Pulitzer prize for the greatest American play to "Icebound." Of hundreds of plays, it ranked first!

Imagine this gem on the screen! With its drama-filled story of "icebound" hearts struggling for sunshine. And the genius of de Mille to give it soul!

Two-column Press Advertisement 2A

ICEBOUND

A
WILLIAM de MILLE
PRODUCTION

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hearts melting
the fires of love
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this big, warming
to-life drama un

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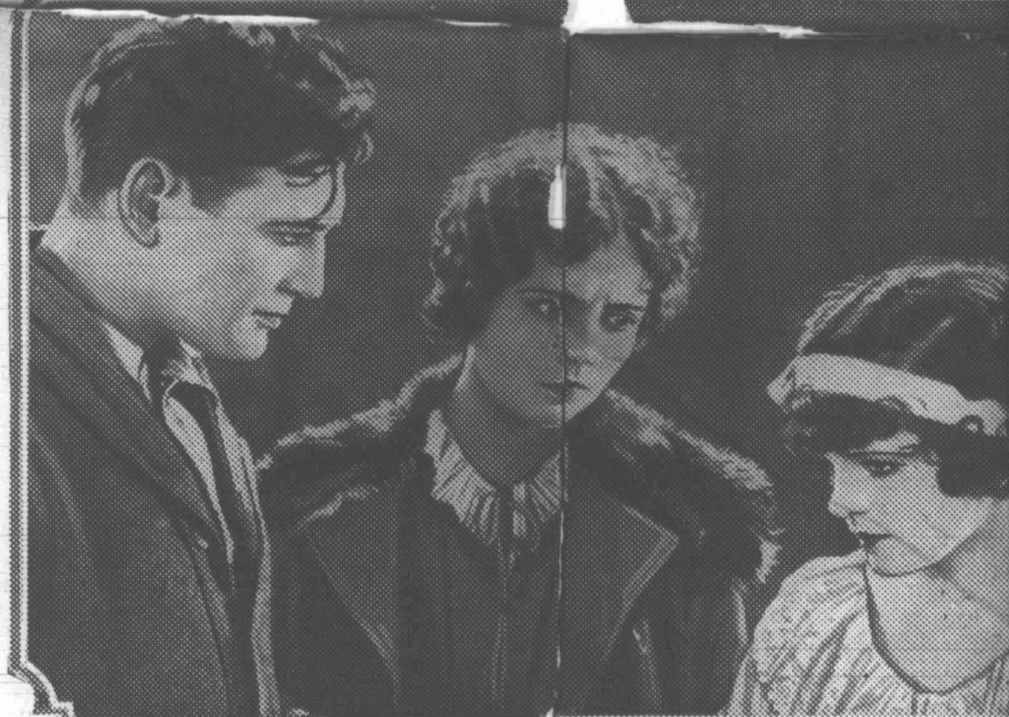
You can secure a regular trailer service from National Screen Service, Inc. on all productions at the cost of \$25.00 monthly.

The following Paramount exchanges have these trailers in stock: Salt Lake City, Denver, Seattle, Portland, Oregon, Atlanta, New Orleans, Charlotte, Las Vegas, Oklahoma City, Minneapolis, Des Moines, Omaha, and Sioux Falls.

Ask the booker at any of these exchanges.

Or direct from the offices of National Screen Service, Inc.

You can get an excellent Service Trailer on "Icebound."
WIRE OR WRITE—GIVING EXACT PLAY DATES.



Richard Dix, Lois Wilson and Vera Reynolds in a scene from the Paramount Picture "Icebound" A William de Mille Production

Three-column Paroduction Mat 3P

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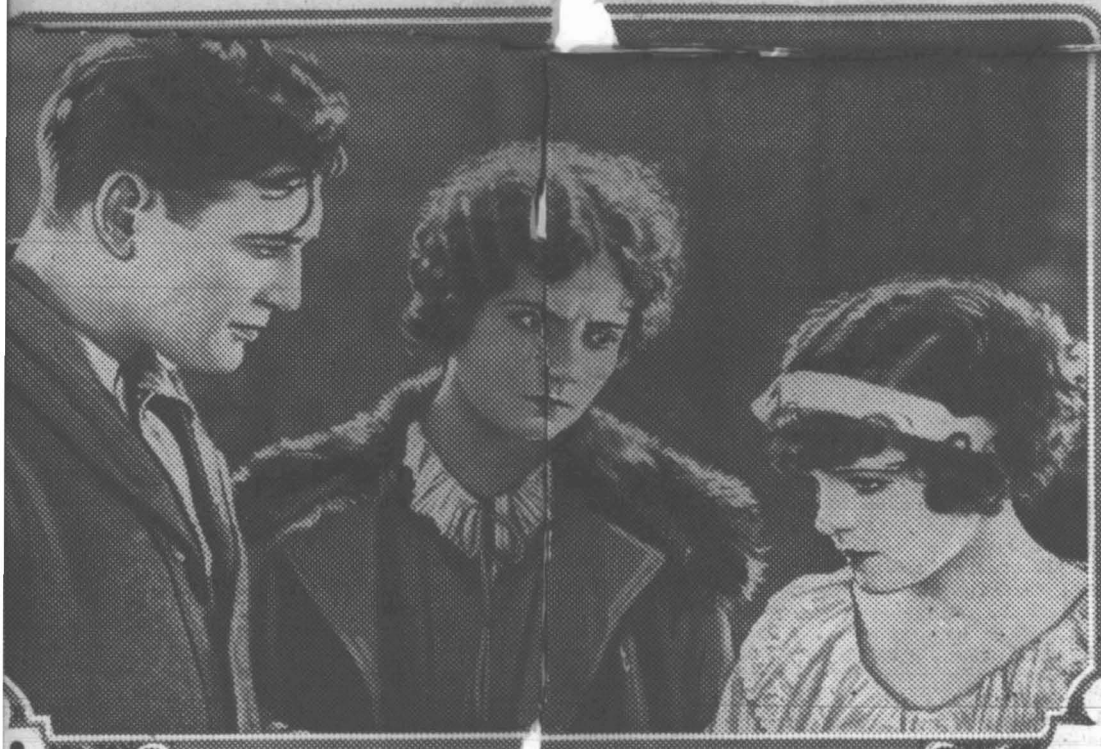
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Three-column Production Mat 3P



Richard Dix
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Production Mat 1PB

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WITH
RICHARD DIX, LOIS WILSON

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But you're bound to like 'Icebound'—
That's one thing I KNOW!"

As a play, the coldest critics warmly praised "Icebound."

As a picture—all you need know is that William de Mille made it!

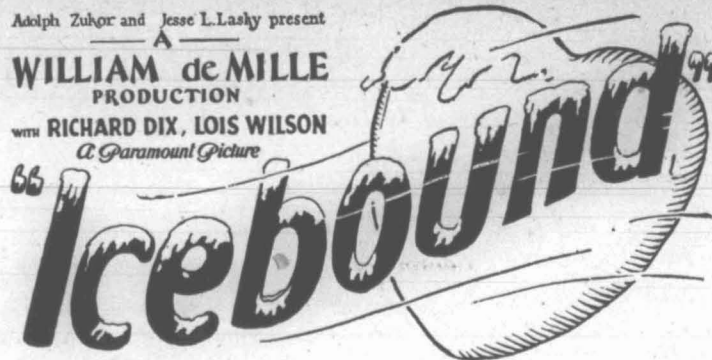
There's enough fair weather to go twice 'round,
For every photoplay-fan who sees "Icebound."

Bound to Please!

Adolph Zukor and Jesse L. Lasky present

A
WILLIAM de MILLE
PRODUCTION

WITH **RICHARD DIX, LOIS WILSON**
A Paramount Picture

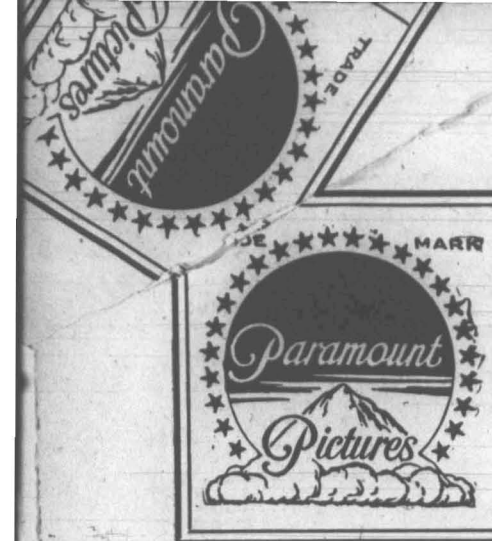


"ICEBOUND" will hold you spell-bound. There's tremendous story-power in this romance of storm-swept, sunshine-seeking souls. And just to know it's a William de Mille production—de Mille of "Don't Call It Love"—is to know it's good!

REST
of
BILL

From the play by Owen Davis—Screen play by CLARA BERANGER

Two-column Supplementary Press Ad 2AS



SPREAD THE NEWS ABOUT "ICEBOUND" STUNTS AND PUBLICITY STORIES

Catering to the Good Taste of Film Patrons

Clara Beranger, Wm. de Mille's
Scenarist, Explains Success
of His Productions

"Popular appeal in motion pictures has often been denounced as 'low brow,' and a box-office success been called a catering to lower instincts. But every work of art, no matter what medium, has been a success if it has a great human appeal. It was just this popular appeal which made it live. It is popular appeal which decides whether a work of art will live. It is good taste—and good taste grows each year—which brings success to writer and artist, and the belief that a popular reception means a lowering of artistic standards is based upon misconception."

All William de Mille productions are real, humanly appealing. They cater to the good taste of the picture-going public. Hence their phenomenal success as compared to mediocre pictures which depend upon the spectacular or slapstick to put them over. Mr. de Mille's latest production, "Icebound," a screen version of the immensely popular stage success of the same name by Owen Davis, which, by the way, won the Pulitzer prize as the best American drama for the past season, will be the attraction at the Theatre all this week. Richard Dix and Lois Wilson are featured in the principal roles. Among the more prominent in the supporting cast are Vera Reynolds, Ethel Wales, Alice Chapin and Edna May Oliver. The last mentioned actress has the same role on the screen as she created in the play on Broadway.

Mrs. Alice Chapin Has One of the Greatest Mother Roles

Richard Dix As He Looked When Five Years Old

In an old family bible used by William de Mille in his production of "Icebound," is a photograph of a handsome boy of about five and a half years old. The picture is really that of Richard Dix when he was a youngster, and plays an important part in the development of the story.

"I had all the confidence in the world then," said the popular leading man, as he smiled at the picture. "I had two choices for a profession—to be a street car conductor or a preacher."

"I used to get up and declaim whenever I could find an audience, using the back of a chair for my pulpit. My congregation consisted of my mother, my Aunt May and Aunt Carey, and after announcing that we would 'sing number 24' I would use as my text the following—'if a man wants to do it, let him do it; if he doesn't want to do it, don't make

Lois Wilson A Screen Beauty Who Plays Character Roles

Snow, Three Feet High and Fluffy, to Order

There is such a thing as William de Mille luck. He has had cooperation from the weather before and so was confident just before filming the exterior scenes of "Icebound," his latest production for Paramount, that snow, three feet high and fluffy, would be on hand when his company arrived on location in upper New York state.

And the snow was there, covering the landscape with graceful lines. It has always been a rule with Mr. de Mille that once a script is completed and work of filming has begun, no changes are permissible, and so there was only one thing left for the weather man to do—order snow. And he did.

Featured in the leading roles of "Icebound," which opens a days' run next at the Theatre, are Richard Dix and Lois Wilson. Clara Beranger adapted the story from the stage success of the same name, awarded the Pulitzer prize during 1923.

Mother of Harold Chapin, Killed in the War Has Big Part in "Icebound"

Mrs. Alice Chapin, mother of Harold Chapin, the brilliant young aviator who was killed in the World War, plays one of the greatest mother roles in "Icebound," the William de Mille production for Paramount which will open a run of days at the Theatre on The picture is an adaptation by Clara Beranger of the Pulitzer prize play of last season by Owen Davis.

Mrs. Chapin is really an American actress, but has had such great success for a quarter of a century in Great Britain that she has been claimed by England as one of its leading actresses.

Mrs. Chapin was born in New Hampshire and knows from experience the type of mother she portrays in the de Mille picture. It is that of Mrs. Jordan, head of the clan.

The theme of "Icebound" is that of the rebellion of youth against the hard life and heartlessness of a New England family. The youngest son of the Jordans, back from war-life in France, hungers for the warmth and pretty girls which he found in the southern European land, and fights against home existence.

Richard Dix plays the returned soldier. Lois Wilson has the role of the heiress of Mrs. Jordan, who discovers that the dead mother's wishes

An Actress Who Essays Homely Parts in Pictures Because She Likes Them

"Human and artistic" is the verdict of a well known screen critic in describing Lois Wilson, featured player in Paramount pictures who has won admiration for her many fine portrayals.

Miss Wilson played a leading role in the William de Mille production of "Icebound," which will be shown next at the Theatre. The photoplay, written by Clara Beranger from the stage success of the same name by Owen Davis which was awarded the Pulitzer prize in 1923, is the sixth William de Mille production in which Miss Wilson has had the leading woman's part. So successful has been the work of the director and the star that the public unconsciously links them together. In fact, one magazine writer pointed out that while Mr. de Mille does not make stars, he has given the screen world Miss Wilson.

"Midsummer Madness" marked Miss Wilson's debut under the direction of William de Mille. Then came Sir James M. Barrie's "What Every Woman Knows," which was followed by "The Lost Romance." In the next three pictures Miss Wilson hid her beauty to play character roles—"Miss Lulu Bett," "Only 38," both great successes—and now "Icebound," the story of a New England girl who inherits a farm and a rebellious handsome youth. "Miss Lulu Bett," like "Icebound," was a Pulitzer prize play.

In the last three de Mille films Miss Wilson is first severe in demeanor and dress but blossoms into beauty as the stories progress. Gradually, step by step, the characters change, keeping the tempo of the play.

"Working with William de Mille is a dramatic education," says Miss Wilson. "I delight in his sense of humor, his gentleness and his inspirational force. An actress finds that he discovers the hidden talent and brings it into play, helping to build up the dramatic figure. He is the personification of patience, even with the newest 'extra' who plays just a 'bit'."

Richard Dix plays the rebellious youth, featured opposite Miss Wilson, and others in the cast are Edna May Oliver, Vera Reynolds, Ethel Wales, Helen Dubois, Alice Chapin, Mary Foy, Joseph Depew, Frank Shannon and John Daly Murphy.

Stealing a Heart with a Stolen Dress

"Clothes have an influence upon character," says Vera Reynolds, the pretty Paramount actress who has an important role in William de Mille's production of "Icebound" for Paramount. This is my first small-town character part, and I subconsciously feel the personality of the girl I am portraying by wearing the kind of clothes she would be forced to don. "Nettie, the character I play, is the kind of girl who knows little about life. She has been brought up in the severe New England farm life and has had few opportunities to bedeck herself with the little laces and bits

Press Reviews

(Review No. 1)

After seeing the production of "Icebound" at the Theatre yesterday, we'll take back all the mean things said about screen adaptations of popular stage plays.

Clara Beranger has turned out an exceptionally smooth-running continuation, and under the master direction of de Mille, "Icebound" comes to us one of the most humanly appealing and most satisfying romantic dramas of this season.

"Icebound," which was awarded the Pulitzer prize for the best American drama during the season 1923, is a story of New England. Lois Wilson and Richard Dix are featured. Dix has the role of Ben Jordan who, while drinking with some neighbor's boys in their barn, sets fire to the place and runs away to escape arrest, returning the night his old mother dies.

Mrs. Jordan leaves the entire family fortune to Jane Crosby (Lois Wilson), her ward. Jane offers to put up the money to keep Ben out of jail if he will but settle down and work out the farm for her. He does this, and the two gradually fall in love until Ben's upper cousin Nettie (Vera Reynolds) almost spoils things by stealing a pretty new dress Jane has made to please Ben. Ben falls for the girl's vampings just as Jane comes in. Why say more? You'll like "Icebound," everyone does.

If they awarded a Pulitzer prize for the best American screen drama, this would be our choice.

It's a Paramount. Besides Miss Reynolds, those who appear in support of the principal players are Helen Dubois, Edna May Oliver, who has the same role she did in the production; Mary Foy, little Joseph Depew, Ethel Wales, Alice Chapin, John Daly Murphy and Frank Shannon.

(Review No. 2)

"Icebound," which had its first local showing yesterday at the Theatre, is a story of a pretty girl who inherits a wild young fellow in a will, making a real man out of him because she loves him.

It's a William de Mille Paramount production, a adaptation of the Pulitzer prize play by Owen Davis. Richard Dix plays Ben Jordan, a shiftless lad on a New England farm. Lois Wilson is the girl.

When old Mrs. Jordan dies, leaving her goodly fortune to Jane Crosby, her ward, played by Miss Wilson, her last request is that the girl take Ben in hand and make a man out of him. There's a flapper (Vera Reynolds) who does her best to win Ben over. She even succeeds for a time until Jane, heart-broken, is about to leave and Ben is brought to his senses.

"Icebound" is a human story of everyday people, a typical de Mille production that will stand alone for a long time to come before its equal in heart-interest and appeal is seen on the screen.

The stage play was ideal screen material, and, as adapted by Clara Beranger, is nothing short of a knockout.

It's a great picture no matter how you look at it—acting, direction, photography all approach as near perfection as it is possible to attain. Edna May Oliver, Ethel Wales and Alice Chapin are prominent in the cast. Strong supporting

Richard Dix Plays

"I like Ben," says
Him Because He
Willing to

Richard Dix had playing Ben Jordan Mille's Paramount production, "Icebound," the film version of Owen Davis' Pulitzer prize play which comes to Theatre next season.

"Ben is real," says all good or all bad hero with a halo or cloven hoof, but just fellows.

"I like Ben. I like is willing to fight, because he has strength, and despite his repressed Jordan family tions sway him. So mean and says hard, himself thoroughly of he's gentle and kind, isn't the conventional ing picture.

"He is one of the characters I've played or screen, and I like of him. One moment will like him and the In the end they will just a human being not approve of ev done.

"I know Ben. I know He went to war; people and sailed for of Europe. His own—like the land the France he met the family life, the smile the dancing eyes Here was warmth—land.

"To return to his New England to work to live among his never smiled and without clothes, was impossible. When a pretty girl came before him, he him. It was this girl who loved him worn by her rival, climax in his life.

"That is the psychology to me. Like so many victims of environment he rebelled against was not that he was but that his soul yearning for a little warm happiness. And, after all, of us are like that!"

Lois Wilson plays opposite Dix, and the parts are played by Edna May Oliver, E. Foy, Helen Dubois, Joseph Depew, Frank Shannon and John Daly Murphy.

Only Five, Gives Pian

Lois Wilson discovered old musical genius William de Mille's production, "Icebound," Clara Beranger adapted the Paramount stage play.

The pianistic m Louise Bobb, who played in the French episode, Little Marie Louise, Miss Wilson near a child expressed an in Miss Wilson seated and was struck by fingering. Bach, Beethoven

NEWS ABOUT "ICEBOUND" WITH AND PUBLICITY STORIES ON THIS PAGE



Character Roles

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Richard Dix plays Ben Jordan, a
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Lois Wilson is the girl.

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Edna May Oliver, Ethel Wales and
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Richard Dix Had Great Time Playing Role in "Icebound"

"I like Ben," says Dix. "I Like
Him Because He's Always
Willing to Fight"

Richard Dix had a glorious time
playing Ben Jordan in William de
Mille's Paramount production of "Ice-
bound," the film version by Clara Be-
ranger of Owen Davis' Pulitzer prize
play which comes to the
Theatre next to remain for

"Ben is real," said Dix. "He isn't
all good or all bad. He's neither a
hero with a halo or a villain with a
cloven hoof, but just like most young
fellows.

"I like Ben. I like him because he
is willing to fight. I like him, too,
because he has sturdy sentiments,
and, despite his rearing in the re-
pressed Jordan family, lets his emo-
tions sway him. Sometimes Ben is
mean and says hard things and makes
himself thoroughly disliked; at others
he's gentle and kindly. In short, Ben
isn't the conventional lead in a mov-
ing picture.

"He is one of the most unusual
characters I've played on the stage
or screen, and I like every moment
of him. One moment the audiences
will like him and the next they won't.
In the end they will realize that he is
just a human being, while they may
not approve of everything he has
done.

"I know Ben. I know many Bens.
He went to war; he left his own
people and sailed for the battlefields
of Europe. His own people were cold
—like the land they lived off. In
France he met the cheeriness of
family life, the smiles of children and
the dancing eyes of a pretty girl.
Here was warmth—warmth like their
land.

"To return to his former life in
New England to work a frozen farm,
to live among his own people who
never smiled and who wore no pretty
clothes, was impossible for Ben.
When a pretty girl in a bright dress
came before him, he hugged her to
him. It was this dress, made by the
girl who loved him and stolen and
worn by her rival, that created the
climax in his life.

"That is the psychology of Ben—
to me. Like so many he was the
victim of environment and the reason
he rebelled against his surroundings
was not that he was innately 'mean'
but that his soul underneath was cry-
ing for a little warmth, sunshine and
happiness. And, after all, how many
of us are like that!"

Lois Wilson plays the leading role
opposite Dix, and the other important
parts are played by Vera Reynolds,
Edna May Oliver, Ethel Wales, Mary
Foy, Helen Dubois, Alice Chapin,
Joseph Depew, Frank Shannon and
John Daly Murphy.

Only Five, Yet She Gives Piano Recitals

Lois Wilson discovered a five-year-
old musical genius while appearing in
William de Mille's production of "Ice-
bound," Clara Beranger's film play of
Owen Davis' Pulitzer prize play, at
the Paramount studios in Long
Island.

The pianistic marvel is Marie
Louise Bobb, who plays a child part
in the French episodes of "Icebound."
Little Marie Louise was sitting with
Miss Wilson near a piano when the
child expressed an interest in playing.
Miss Wilson seated her at the piano
and was struck with the child's

Only Twelve—But an Actor for Seven Years

Age alone does not mark the
veteran in the world of the
theatre, it seems, for Joseph
Depew, who plays the part of
the famous sniffing boy in
William de Mille's production of

"Icebound," a Paramount pic-
ture which will be shown at the
..... Theatre on
..... next, is a veteran despite
his twelve years.

Young Depew has been an
actor before the camera and on
the stage for seven years, but
really began his professional
career at the age of twelve
months when he was engaged
as a photographer's model, pos-
ing for soap advertisements and
other infant industries.

He made his debut in Para-
mount pictures in the George
Melford production of "Java
Head," and his most recent
stage success was in support of
Richard Bennett in "The Hero."

Richard Dix and Lois Wilson
are featured in "Icebound," a
screen version of Owen Davis'
Pulitzer prize play. Vera Reyn-
olds, Ethel Wales, Alice Chapin
and many others appear in
support.

A Fine Actor Was Lost When Wm. de Mille Turned Director

Sir Walter and Queen Elizabeth Reincarnated

Lois Wilson got the greatest thrill
of her life while making a personal
appearance at a new motion picture
theatre in New York recently.

After working in the William de
Mille production of "Icebound" at the
Paramount Long Island studio, Miss
Wilson travelled to the New Theatre
in the evening to be the star of "Lois
Wilson Night" of the week of the
theatre's activities.

It was a wet night, yet the theatre
was crowded to the doors, and her
ovation lasted about ten minutes.
Again, when she stepped out of the
stage door, she saw a great crowd.
Between two banks of human beings
was the wet pavement; at the curb
stood her car. As she was about to
step to the sidewalk, a youth of about
fifteen stepped forward and hurriedly
tore off his coat. His eyes sparkled
with romance, his face was flushed

Ernest Torrence Has Rival, and It Is a Woman

Edna May Oliver in "Icebound"
Cast Is a Contender for
Torrence's Laurels

Edna May Oliver, who plays the
part of Hannah, the quaint slavey, in
William de Mille's production of "Ice-
bound," is a contender for Ernest
Torrence's laurels. Miss Oliver played
Hannah in "Icebound" when it was
on the boards at the Harris Theatre
last year, and scored a personal
success.

When William de Mille planned
the film production of Owen Davis'
prize play, he selected Miss Oliver to
appear in the stage role she had
created.

As the shambling slavey on a farm
in New England, Miss Oliver presents
a character study which is filled with
quaint mannerisms, a personality
which is made more ludicrous through
its unromantic pessimism. In her
shambling walk, her wonderful play
of facial expression and her seeming
listlessness, she creates a memorable
figure on the screen.

Miss Oliver makes her debut in
Paramount pictures in "Icebound,"
after several years of success as
a character actress on the stage. She
made her debut with Nance O'Neill
in stock in Boston.

"I adore character parts," said Miss
Oliver, "and believed acting before
the camera would be easy. I've
learned differently, however. Screen
acting is most exacting, but most de-
lightful."

Richard Dix and Lois Wilson are
featured players in "Icebound," which
will be shown at the
Theatre next. Among the
more prominent players in the sup-
porting cast are Vera Reynolds,
Ethel Wales and Alice Chapin.

So Speaks R. H. Burnside, the
Wizard of Spectacles in the
Hippodrome, N. Y.

"A fine actor was lost when William
de Mille became a playwright and
motion picture director," says R. H.
Burnside, of the Hippodrome, N. Y.,
after a visit to Paramount's Long
Island studio during the filming of
"Icebound," opening at the
..... Theatre "But,"
Mr. Burnside goes on to add, "what
the stage and screen lost when de
Mille chose to remain behind the
scenes, it gained in the pure dramatic
works he gives us."

Mr. Burnside, who was general
director of the Hippodrome for twelve
years and entertained millions with
such productions as "Sporting Days,"
"A Trip to Japan," "Hip-Hip-Hurray,"
"Cheer up," "Happy Day's," "Good
Times" and "Better Times," spent
an afternoon on the de Mille set.

"William de Mille has a rare dra-
matic instinct and a rarer faculty of
bringing the dramatic instinct of the
actors into play. It is fascinating to
watch him, script in hand, work out
the groupings and movements of the
players, himself assuming every role
in every scene before the players are
called. To follow his lithe, tense
figure as he works out the chess-like
action on the set, is to realize that a
fine actor was lost when he became a
playwright and motion picture di-

the spectacular or slapstick to put them over. Mr. de Mille's latest production, "Icebound," a screen version of the immensely popular stage success of the same name by Owen Davis, which, by the way, won the Pulitzer prize as the best American drama for the past season, will be the attraction at the Theatre all this week. Richard Dix and Lois Wilson are featured in the principal roles. Among the more prominent in the supporting cast are Vera Reynolds, Ethel Wales, Alice Chapin and Edna May Oliver. The last mentioned actress has the same role on the screen as she created in the play on Broadway.

Mrs. Alice Chapin Has One of the Greatest Mother Roles

Richard Dix As He Looked When Five Years Old

In an old family bible used by William de Mille in his production of "Icebound," is a photograph of a handsome boy of about five and a half years old. The picture is really that of Richard Dix when he was a youngster, and plays an important part in the development of the story. "I had all the confidence in the world then," said the popular leading man, as he smiled at the picture. "I had two choices for a profession—to be a street car conductor or a preacher.

"I used to get up and declaim whenever I could find an audience, using the back of a chair for my pulpit. My congregation consisted of my mother, my Aunt May and Aunt Carey, and after announcing that we would 'sing number 24' I would use as my text the following—'if a man wants to do it, let him do it; if he doesn't want to do it, don't make him.' Sometimes my Aunt May would laugh and I would cry out to my mother that she was laughing at me. Then I would step down from my pulpit and refuse to preach for the rest of the day."

Dix plays the role of Ben Jordan, the youth who was raised on the farmlands of New England, got a glimpse of warmth and joyousness during the war in France and returned to the Jordan home a rebel against the cheerless and restricted life. He finds the people about him "Icebound" in their natures and cannot return to the former of his former existence. He leaves home under a cloud, returning after his mother's death and knowing that he faces arrest.

Lois Wilson is featured with Dix in "Icebound," due at Theatre on It's a picturization of the immensely popular stage play of the same name.

changes are permissible, and so there was only one thing left for the weather man to do—order snow. And he did.

Featured in the leading roles of "Icebound," which opens a days' run next at the Theatre, are Richard Dix and Lois Wilson. Clara Beranger adapted the story from the stage success of the same name, awarded the Pulitzer prize during 1923.

Mother of Harold Chapin, Killed in the War Has Big Part in "Icebound"

Mrs. Alice Chapin, mother of Harold Chapin, the brilliant young playwright who was killed in the World War, plays one of the greatest mother roles in "Icebound," the William de Mille production for Paramount which will open a run of days at the Theatre on The picture is an adaptation by Clara Beranger of the Pulitzer prize play of last season by Owen Davis.

Mrs. Chapin is really an American actress, but has had such great success for a quarter of a century in Great Britain that she has been claimed by England as one of its leading actresses.

Mrs. Chapin was born in New Hampshire and knows from experience the type of mother she portrays in the de Mille picture. It is that of Mrs. Jordan, head of the clan.

The theme of "Icebound" is that of the rebellion of youth against the hard life and heartlessness of a New England family. The youngest son of the Jordans, back from war-life in France, hungers for the warmth and pretty girls which he found in the southern European land, and fights against home existence.

Richard Dix plays the returned soldier. Lois Wilson has the role of the heiress of Mrs. Jordan, who discovers that the dead mother's wishes include the bringing back of the boy to the Jordan traditions.

Rich, Frosted Birthday Cake Stale. No Party!

The William de Mille method of having all backgrounds, costumes and properties ready before a camera crank is turned on a production, proved a disappointment in one instance to the property men at the Paramount studios in Long Island during the filming of "Icebound" the Pulitzer prize play.

Three layers high and just smothered with sweetness, waited three weeks before it came its turn to be used.

After the scenes had been "shot," a group gathered about the treasure and the verdict was, "no party!"

"Icebound," featuring Lois Wilson and Richard Dix, comes to the Theatre next to remain days.

but that while Mr. de Mille does not make stars, he has given the screen world Miss Wilson.

"Midsummer Madness" marked Miss Wilson's debut under the direction of William de Mille. Then came Sir James M. Barrie's "What Every Woman Knows," which was followed by "The Lost Romance." In the next three pictures Miss Wilson hid her beauty to play character roles—"Miss Lulu Bett," "Only 38," both great successes—and now "Icebound," the story of a New England girl who inherits a farm and a rebellious handsome youth. "Miss Lulu Bett," like "Icebound," was a Pulitzer prize play. In the last three de Mille films Miss Wilson is first severe in demeanor and dress but blossoms into beauty as the stories progress. Gradually, step by step, the characters change, keeping the tempo of the play.

"Working with William de Mille is a dramatic education," says Miss Wilson. "I delight in his sense of humor, his gentleness and his inspirational force. An actress finds that he discovers the hidden talent and brings it into play, helping to build up the dramatic figure. He is the personification of patience, even with the newest 'extra' who plays just a 'bit'."

Richard Dix plays the rebellious youth, featured opposite Miss Wilson, and others in the cast are Edna May Oliver, Vera Reynolds, Ethel Wales, Helen Dubois, Alice Chapin, Mary Foy, Joseph Depew, Frank Shannon and John Daly Murphy.

Stealing a Heart with a Stolen Dress

"Clothes have an influence upon character," Says Vera Reynolds, the pretty Paramount actress who has an important role in William de Mille's production of "Icebound" for Paramount. This is my first small-town character part, and I subconsciously feel the personality of the girl I am portraying by wearing the kind of clothes she would be forced to don.

"Nettie, the character I play, is the kind of girl who knows little about life. She has been brought up in the severe New England farm life and has had few opportunities to bedeck herself with the little laces and bits of jewelry which mean so much to a girl's heart. My costumes reflect that severity and the pathetic effort to make a brighter showing."

In "Icebound" Nettie steals a pretty dress which Jane, the leading role played by Lois Wilson, has made to wear at her own birthday party. Jane believes she can win Ben Jordan, the youngest son of the Jordans, back to farm life by wearing a bright dress. Nettie wears the dress before the party and Ben madly hugs her—just as Jane enters the room. The scene is one of the most powerful dramatic situations in recent photographic productions.

Richard Dix has the part of Ben, and others in the star cast are Edna May Oliver, Ethel Wales, Alice Chapin and Frank Shannon.

"Icebound," the screen play, was written by Clara Beranger from Owen Davis' stage success.

French Actress Plays a Mother Role in "Icebound"

Mme. Adrienne d'Ambricourt, the French actress who won a signal success in "The Humming Bird," plays a mother role matching her own nationality in the William de Mille Paramount production. "Icebound," playing at the Theatre all this week.

Mme. d'Ambricourt is a Parisian and a graduate of the Conservatory. She for a time headed her own company of players in Montreal. She came to the United States two years ago to play with Irene Bordoni in "The French Doll."

The lecture stage has also called the noted French actress, and she has spoken before the Alliance Francaise and lectured at Bryn Mawr, the college for girls.

Richard Dix and Lois Wilson are featured in "Icebound." It's a story of New England farm life, the title referring to feelings rather than the weather.

work out for her. He does this, and the two gradually fall in love until Ben's flapper cousin Nettie (Vera Reynolds) almost spoils things by stealing a pretty new dress Jane has made to please Ben. Ben falls for the girl's vanities just as Jane says more? You'll like "Icebound;" everyone does.

If they awarded a Pulitzer prize for the best American screen drama, this would be our choice.

It's a Paramount.

Besides Miss Reynolds, those who appear in support of the principal players are Helen Dubois, Edna May Oliver, who has the same role she did in the production; Mary Foy, little Joseph Depew, Ethel Wales, Alice Chapin, John Daly Murphy and Frank Shannon.

(Review No. 2)

"Icebound," which had its first local showing yesterday at the Theatre, is a story of a pretty girl who inherits a wild young fellow in a will, making a real man out of him because she loves him.

It's a William de Mille Paramount production, an adaptation of the Pulitzer prize play by Owen Davis.

Richard Dix plays Ben Jordan, a shiftless lad on a New England farm. Lois Wilson is the girl.

When old Mrs. Jordan dies, leaving her goodly fortune to Jane Crosby, her ward, played by Miss Wilson, her last request is that the girl take Ben in hand and make a man out of him. There's a flapper cousin (Vera Reynolds) who does her best to win Ben over. She even succeeds for a time until Jane, heart-broken, is about to leave and Ben is brought to his senses.

"Icebound" is a human story of everyday people, a typical de Mille production that will stand alone for a long time to come before its equal in heart-interest and appeal is seen on the screen.

The stage play was ideal screen material, and, as adapted by Clara Beranger, is nothing short of a knock-out.

It's a great picture no matter how you look at it—acting, direction, photography all approach as near perfection as it is possible to attain.

Edna May Oliver, Ethel Wales and Alice Chapin are prominent in the strong supporting cast.

(Review No. 3)

If there ever was anything different in motion pictures, it's "Icebound," the William de Mille production for Paramount which opened at the Theatre last night.

If we hadn't seen the Owen Davis stage play, we might have expected to find just another picture of the frozen North, Canadian Royal Mounted and all that sort of thing. But it's nothing like that. Rather

ization of the Pulitzer prize play which ran to capacity for over a year on Broadway and is still packing them in wherever shown.

"Icebound" is a story about plain country people, presented in a far more interesting fashion than the legitimate play and in which many of the scenes and characters, merely referred to in the stage success, become realities.

Lois Wilson and Richard Dix are the featured players. Vera Reynolds, Ethel Wales, Edna May Oliver, Alice Chapin and others play in support.

(Review No. 4)

We would class "Icebound," shown at the Theatre yesterday, as William de Mille's very best.

It's all a good picture should be.

The events take place in New England, and the settings are authentic.

After seeing the picture, one is willing to admit that Lois Wilson is quite the type for the role of Jane Crosby, and we couldn't imagine anyone but Richard Dix as Ben Jordan.

And Vera Reynolds is as the flapper cousin.

And Edna May Oliver as Hannah, the role she created in the Pulitzer prize play.

It's a Paramount. And you'll like it!

"He is one of the most characters I've played on the screen, and I like every one of him. One moment the audience will like him and the next they will hate him and they will realize that just a human being, while they not approve of everything done."

"I know Ben. I know man He went to war; he left his people and sailed for the battle of Europe. His own people were like the land they lived on. France he met the cheerful family life, the smiles of children, the dancing eyes of a pretty girl. Here was warmth—warmth like land."

"To return to his former New England to work a frozen to live among his own people never smiled and who wore no clothes, was impossible for him. When a pretty girl in a bright came before him, he hugged him. It was this dress, made girl who loved him and stolen worn by her rival, that created climax in his life."

"That is the psychology of it to me. Like so many he a victim of environment and he rebelled against his surroundings was not that he was innately but that his soul underneath yearning for a little warmth, sunshine, happiness. And, after all, how of us are like that!"

Lois Wilson plays the lead opposite Dix, and the other important parts are played by Vera Reynolds, Edna May Oliver, Ethel Wales, Foy, Helen Dubois, Alice Joseph Depew, Frank Shannon and John Daly Murphy.

Only Five, Yet She Gives Piano Recital

Lois Wilson discovered a five old musical genius while appearing in William de Mille's production of "Icebound," Clara Beranger's film. Owen Davis' Pulitzer prize play at the Paramount studios in Island.

The pianistic marvel is Louise Bobb, who plays a child in the French episodes of "Icebound." Little Marie Louise was sitting near a piano which child expressed an interest in. Miss Wilson seated her at the piano and was struck with the fingering. Bach, Beethoven, Schubert and Mozart compositions were with musicianly interpretation. The pianist could hardly reach the piano and barely spans six keys.

Marie Louise was an instant and gave recitals during rest of entertaining representatives of the departments. Investigation revealed that the little player had a recital at Carnegie Hall, New York, and had been congratulated by Tchaikovsky, who had appeared at the hall that day in his own recital. The five-year-old master, met the scenes after their performance and Marie Louise pinned a flower on the Polish master's coat—she had received many more did.

Richard Dix is featured with Lois Wilson in "Icebound," which shown next at the Theatre. Vera Reynolds, Ethel Wales, Alice Chapin and others in support.

Arson Becomes a Fine Art in Motion Picture

William de Mille's long experience as a motion picture director has him in good stead during the filming of his new Paramount picture "Icebound," featuring Lois Wilson and Richard Dix. The script calls for a fire scene. A barn with stalls, etc. was to be destroyed.

The night was cold and rained to interfere with the scene. Great tarpaulins were swung over the battery of six cameras. Through calculation as to the required by the players to enter the scene and the speed with which flames would sweep up the barn, across the top of the other side, the entire episode a complete success and furnished of the biggest thrills ever pictures.

"Icebound" comes to the Theatre on next.

PUTTING IT OVER RIGHT

Continued

Get this out like weather forecast: Weather to-morrow—Icebound.

Use this as throwaway or special herald: Get up a paper in imitation of a will and reading—"I, Priscilla Jordan, bequeath to my niece and ward, Jane Crosby, my entire fortune, on condition that she make a man of and marry my wild son, Ben Jordan, with whom I have been able to do nothing, due to the fact that I am ICEBOUND."

Get this out like telegram: Cannot marry you. Icebound.

Have a man walk around your town all swaddled up in furs, boots, heavy mittens, and the like, and have him carry on his back a big sign reading ICEBOUND.

Remember that pictures don't put themselves over, no matter how good they are. Even if you had Valentino, Swanson, Pickford, and Fairbanks in one and the same picture, you could make a lot more money out of it if you advertised and exploited. The material for making a neat sum out of "Icebound" is contained in this press sheet as well as in the film cans. The wise showman will use both.

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old musical genius while appearing in
William de Mille's production of "Ice-
bound," Clara Beranger's film play of
Owen Davis' Pulitzer prize play, at
the Paramount studios in Long
Island.

The pianistic marvel is Marie
Louise Bobb, who plays a child part
in the French episodes of "Icebound."
Little Marie Louise was sitting with
Miss Wilson near a piano when the
child expressed an interest in playing.
Miss Wilson seated her at the piano
and was struck with the child's
fingering. Bach, Beethoven, Schubert
and Mozart compositions were played
with musicianly interpretation, des-
pite the fact that the little actress-
pianiste could hardly reach the pedals
and barely spans six keys.

Marie Louise was an instant hit
and gave recitals during rest periods,
entertaining representatives from all
the departments. Investigation re-
vealed that the little player had given
a recital at Carnegie Hall, New York,
and had been congratulated by Pade-
wski, who had appeared at the same
hall that day in his own recital. The
two, the five-year-old master, met behind
the scenes after their performances,
and Marie Louise pinned a flower on
the Polish master's coat—because
she had received many more than he
did.

Richard Dix is featured with Miss
Wilson in "Icebound," which will be
shown next at the Theatre.
Theatre. Vera Reynolds, Ethel
Wales, Alice Chapin and others play
in support.

Arson Becomes a Fine Art in Motion Pictures

William de Mille's long experience
as a motion picture director stood
him in good stead during the filming
of his new Paramount picture, "Ice-
bound," featuring Lois Wilson and
Richard Dix. The script called for a
fire scene. A barn with hay loft,
stalls, etc. was to be destroyed.

The night was cold and rain threat-
ened to interfere with the shooting.
Great tarpaulins were swung over a
battery of six cameras. Through care-
ful calculation as to the time re-
quired by the players to enact the
scene and the speed with which the
flames would sweep up the side of
the barn, across the top and down
the other side, the entire episode was
a complete success and furnishes one
of the biggest thrills ever seen in
pictures.

"Icebound" comes to the Theatre
on next.

ing for soap advertisements and
other infant industries.

He made his debut in Para-
mount pictures in the George
Melford production of "Java
Head," and his most recent
stage success was in support of
Richard Bennett in "The Hero."
Richard Dix and Lois Wilson
are featured in "Icebound," a
screen version of Owen Davis'
Pulitzer prize play. Vera Reyn-
olds, Ethel Wales, Alice Chapin
and many others appear in
support.

A Fine Actor Was Lost When Wm. de Mille Turned Director

Sir Walter and Queen Elizabeth Reincarnated

Lois Wilson got the greatest thrill
of her life while making a personal
appearance at a new motion picture
theatre in New York recently.

After working in the William de
Mille production of "Icebound" at the
Paramount Long Island studio, Miss
Wilson travelled to the New Theatre
in the evening to be the star of "Lois
Wilson Night" of the week of the
theatre's activities.

It was a wet night, yet the theatre
was crowded to the doors, and her
ovation lasted about ten minutes.
Again, when she stepped out of the
stage door, she saw a great crowd.
Between two banks of human beings
was the wet pavement; at the curb
stood her car. As she was about to
step to the sidewalk, a youth of about
fifteen stepped forward and hurriedly
tore off his coat. His eyes sparkled
with romance, his face was flushed
with excitement and he had all the
appearance of a knight of old about
to bend the knee to his fair lady.
With a flourish he threw his coat
upon the street and bowed low.

"Thank you, Sir Walter," smiled Miss
Wilson, as surprised as the crowd
about her.

"You're welcome, Queen Elizabeth,"
responded the young courtier.

The spectators crowded closer,
wondering what would happen
and, as the popular star stepped into
her car and drove away, a curious
gathering followed the youth who
had made the gracious offer to a
famous actress.

"Icebound," which is an adaptation
of the Pulitzer prize play by Owen
Davis, opens at the Theatre next.
Theatre next. There is a
notable cast of players. In the lead-
ing role opposite Miss Wilson is
Richard Dix. Others are Helen
Dubois, Edna May Oliver, Vera Reyn-
olds and Ethel Wales.

Why is a 'Close-up'?

"Why a 'close-up'?" was asked of
William de Mille recently.

"Why opera glasses?" asked Mr.
de Mille.

"The reason," he goes on to say,
"is that there is a subconscious desire
in the audience to see the highlights
of a play closely. The close-up in
motion pictures serves the place of
opera glasses. I have endeavored to
insert them in my pictures at just
the moment the audience should be
keen to see the player or action
closer. And there is no hit-or-miss
method involved. There is no guess-
ing about it; we know when emotion
finds its expression in the face of the
actor and use the close-up."

"Icebound," William de Mille's
latest production for Paramount,
comes to the Theatre next.
Theatre next. Richard Dix and
Lois Wilson are featured.

figure on the screen.

Miss Oliver makes her debut in
Paramount pictures in "Icebound,"
after several years of success as a
character actress on the stage. She
made her debut with Nance O'Neill
in stock in Boston.

"I adore character parts," said Miss
Oliver, "and believed acting before
the camera would be easy. I've
learned differently, however. Screen
acting is most exacting, but most de-
lightful."

Richard Dix and Lois Wilson are
featured players in "Icebound," which
will be shown at the Theatre next.
Theatre next. Among the
more prominent players in the sup-
porting cast are Vera Reynolds,
Ethel Wales and Alice Chapin.

So Speaks R. H. Burnside, the Wizard of Spectacles in the Hippodrome, N. Y.

"A fine actor was lost when William
de Mille became a playwright and
motion picture director," says R. H.
Burnside, of the Hippodrome, N. Y.,
after a visit to Paramount's Long
Island studio during the filming of
"Icebound," opening at the Theatre
next. "But," Mr. Burnside goes on to add, "what
the stage and screen lost when de
Mille chose to remain behind the
scenes, it gained in the pure dramatic
works he gives us."

Mr. Burnside, who was general
director of the Hippodrome for twelve
years and entertained millions with
such productions as "Sporting Days,"
"A Trip to Japan," "Hip-Hip-Hurray,"
"Cheer up," "Happy Days," "Good
Times" and "Better Times," spent
an afternoon on the de Mille set.

"William de Mille has a rare dra-
matic instinct and a rarer faculty of
bringing the dramatic instinct of the
actors into play. It is fascinating to
watch him, script in hand, work out
the groupings and movements of the
players, himself assuming every role
in every scene before the players are
called. To follow his lithe, tense
figure as he works out the chess-like
action on the set, is to realize that a
fine actor was lost when he became a
playwright and motion picture di-
rector.

"In translating 'Icebound' from the
stage to the screen, Mr. de Mille and
Clara Beranger, who wrote the film
play, have strengthened the theme by
visualizing the French home where
Ben Jordan, the boy from New Eng-
land, first senses the warmth and
cherriness of home life. It was this
experience which brought on his re-
bellion against the cold and reserved
psychology of his people and the
dramatic situation that resulted

in a pretty girl wore a dress like
that of the French beauty.

"Icebound" was awarded the Pulit-
zer prize for the best American drama
of the past season.

Richard Dix and Lois Wilson play
the leading roles in the star cast
which also includes Edna May Oliver,
Ethel Wales, Vera Reynolds and Alice
Chapin.

French Background for Atmosphere in "Icebound"

An asmospheric frame for one of
the important scenes in the William
de Mille Paramount production of
"Icebound" is formed by a French
background.

It is here that Ben Jordan (Richard
Dix), the American soldier, gets his
first taste of the joys of family life,
of the laughter of children, the kind-
ness of a mother and the fascination
of a pretty girl's smiles and dancing
eyes.

Returning to his home in New
England, Ben rebels against the cold,
repressed life of his own people.
A girl who loves him tries to win him
back with a dress copied from one
worn by the French girl, but her
rival nearly carries the youth off by
stealing the dress and wearing it.

Lois Wilson has the leading femi-
nine role. Richard Dix is the soldier,
and Vera Reynolds has the part of
the other girl.

The picture opens next at the Theatre.



William deMille's "Icebound" PAPER BOUND TO WARM 'EM UP TO

"If It's Worth Running, It's Worth Advertising"



It's Colored INSERT CARD

Inserts cards are the handy men of the poster family—you'll find a dozen different uses for them. And they're cheap!



SET OF EIGHT COLORED LOBBY CARDS

Price List for Advertising Material

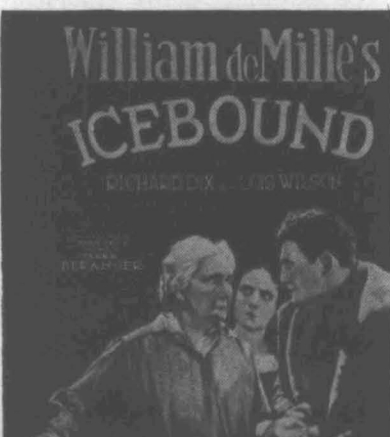
All these advertising aids can be secured from your Exchange. Send list of what you want, with check or money order.

NOTE:—The prices quoted below are base prices only. The more advertising you buy the less the individual advertising costs. Get the **QUANTITY PRICE SCHEDULE** from your Exchange. Owing to duty, additional transportation charges, etc., the prices quoted below do not apply to Canada. Get Canadian Price List from your Exchange.

For Outdoor Advertising		MATS, ADVERTISING, PRODUCTION, ETC.	
POSTERS (as illustrated on this page)		One Column05
One Sheet (1A and 1B)	\$.15	Two Column10
Three Sheet (3 and 3B)45	Supplementary (Two Column) (Adv. Only) ..	.10
Six Sheet (6A)75	Three Column15
Twenty-four Sheet (24A)	2.40	Four Column (Adv. Only)25
PHOTOS FOR YOUR LOBBY		FOR GENERAL EXPLOITATION	
22 x 28 (Colored)40	GILT-EDGED FRAMES, (Size 17 x 43 in.) ..	1.50
11 x 14 Set of Eight (Colored)60	Insert Cards (14 x 36 in. to fit above)25
For Newspaper Ads		Heralds, per thousand	8.00
ADVERTISING CUTS		Announcement Slide15
One Column35	Publicity Photos, Each10
Two Column65		
Supplementary (Two Column)25		

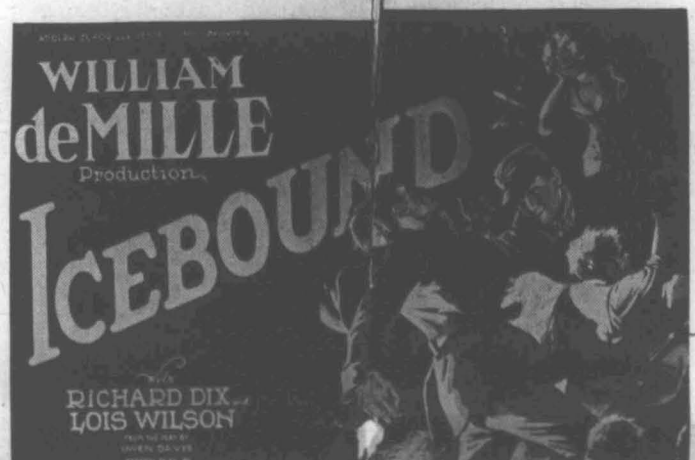
Press Books and Music Cues are Gratis.

Trailers—National Screen Service
126 W. 46th St., New York City
845 So. Wabash Ave., Chicago, Ill.
917 So. Olive St., Los Angeles
284 Turk St., San Francisco



Flashy Posters

Poster material radiating the great punch and sure appeal of the picture. Bold, brilliant colors that arrest attention. Post 'em up and cash in!



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William deMille's "Icebound"

TO WARM 'EM UP TO THE PICTURE



"If It's Worth Running It's Worth Advertising"

It's Colored INSERT CARD

Inserts cards are the handy men of the poster family—you'll find a dozen different uses for them. And they're cheap!



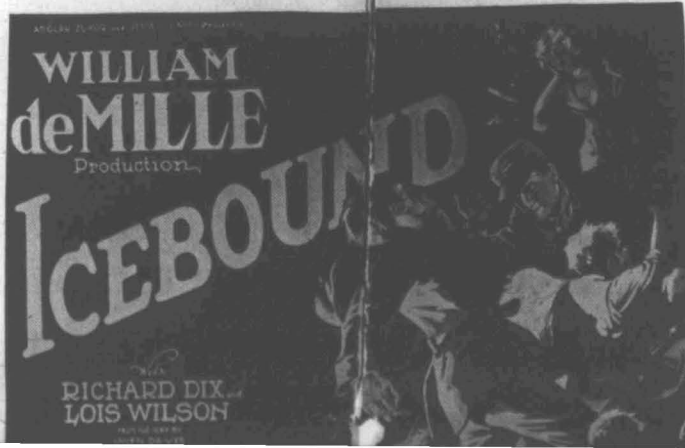
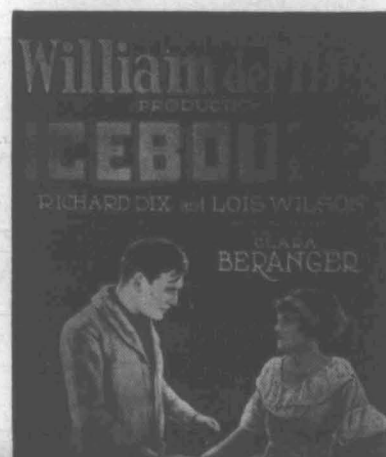
COLORED LOBBY PHOTOS—EACH 11" x 14"

I Hate to Talk about Myself-BUT!

I am the Paramount Poster!
I am a super-salesman. My very size attracts attention and compels people to stop! look! and listen!
I work twenty-four hours a day, every day.
I am an economy, not an extravagance.
I see everybody, and everybody sees me.
I tell my story loudly, concisely and efficiently. The color-loving man is my friend. The eye-minded woman obeys me. The impressionable child stands in awe of my size and harkens to my message. The foreigner understands me. The illiterate can read me.
I'm as big as all outdoors. Only the blind see me not; but goodness knows, they hear about me.
I am the most public kind of publicity. If you want to keep the Paramount Pictures you book a secret, don't use me.
I have filled countless theatres. Let me prove I can fill YOUR theatre.
I am particularly able and willing and anxious to serve you. When shall I start?

With the Punch

Put the picture over the top by putting posters over the town. Here's great material to do it with. Painted by real artists—printed on real paper.



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SET OF EIGHT COLORED LOBBY CARDS

Price List for Advertising Material

All these advertising aids can be secured from your Exchange. Send list of what you want, with check or money order.

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For Outdoor Advertising	
POSTERS (as illustrated on this page)	
One Sheet (1A and 1B).....	.15
Three Sheet (3 and 3B).....	.45
Six Sheet (6A).....	.75
Twenty-four Sheet (24A).....	2.40

PHOTOS FOR YOUR LOBBY	
23 x 25 (Colored).....	.40
11 x 14 Set of Eight (Colored).....	.60

For Newspaper Ads	
ADVERTISING CUTS	
One Column.....	.35
Two Column.....	.65
Supplementary (Two Column).....	.25

MATS, ADVERTISING, PRODUCTION, ETC.	
One Column.....	.65
Two Column.....	.10
Supplementary (Two Column) (Adv. Only).....	.10
Three Column.....	.15
Four Column (Adv. Only).....	.25

FOR GENERAL EXPLOITATION	
GILT-EDGED FRAMES, (Size 17 x 43 in.).....	1.50
Insert Cards (14 x 36 in. to fit above).....	.25
Heralds, per thousand.....	3.00
Announcement Slide.....	.15
Publicity Photos, Each.....	.10

Trailers—National Screen Service
126 W. 46th St., New York City
845 So. Wabash Ave., Chicago, Ill.
917 So. Olive St., Los Angeles
284 Turk St., San Francisco

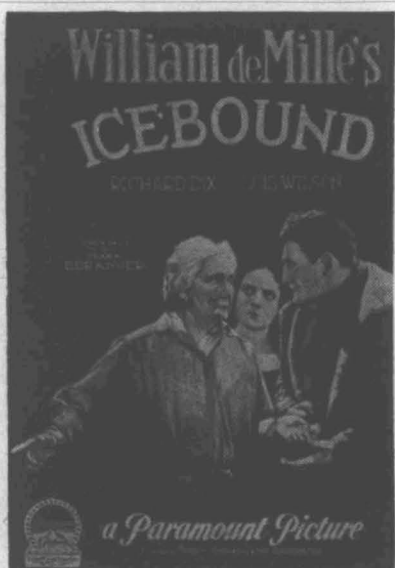
Press Books and Music Cues are Gratis.



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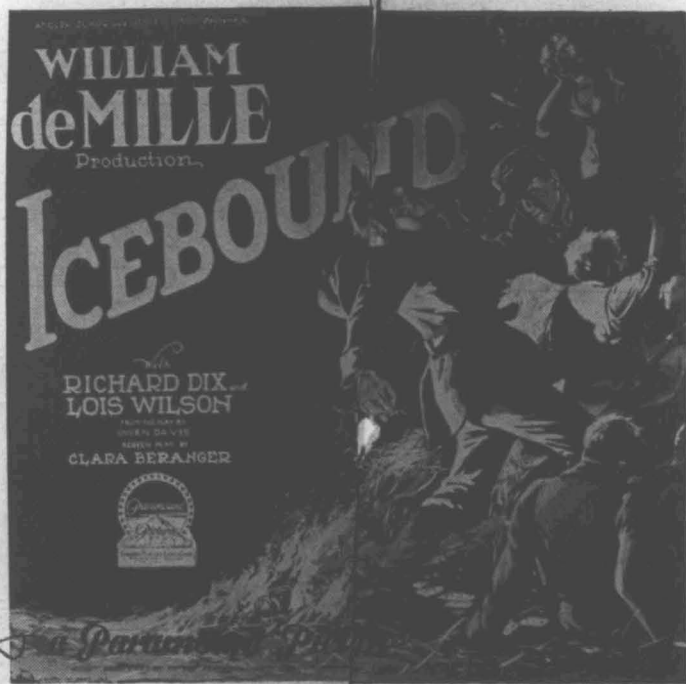
One-Sheet Poster 1A

Flashy Posters

Poster material radiating the great punch and sure appeal of the picture. Bold, brilliant colors that arrest attention. Post 'em up and cash in!



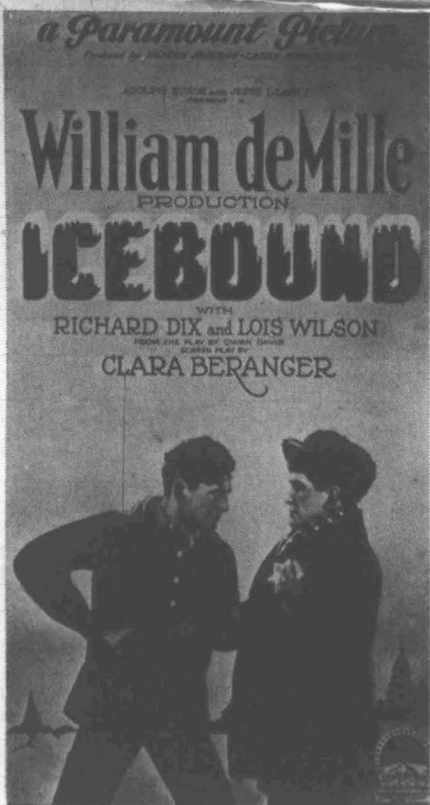
Colored Lobby Card (22" x 28")



Six-Sheet Poster 6A

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Three-Sheet Poster 3A



Twenty-four Sheet Poster 24A

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Chicago, Ill.
Los Angeles
San Francisco

28")

ADOLPH ZUKOR and JESSE L. LASKY
Present a

am deMille
PRODUCTION

WITH
RD DIX and LOIS WILSON

SCREEN PLAY BY
ARA BERANGER

amount Picture
d by FAMOUS PLAYERS-LASKY CORPORATION

de MILLE
PRODUCTION

ICEBOUND

RICHARD DIX
LOIS WILSON
FROM THE PLAY BY OWEN DOUGLAS
"CRAZY PLAY" BY
GARA BERANGER

A Paramount Picture



WILLIAM DE MILLE PRODUCTION **ICEBOUND**

COLORED LOBBY PHOTOS—EACH 11" x 14"






I am particularly able and willing and anxious to serve you. When shall I start?

William deMille
PRODUCTION

ICEBOUND

RICHARD DIX
LOIS WILSON
CLARA BERANGER

A Paramount Picture

HERE

William de la Mare

PRODUCED BY
TERO

RICHARD DIX and LOIS WILSON

STARR
BERANGER



A Paramount Picture

One-Sheet Poster 1B

William de Mille

REFRAINED

LIBBONS

RICHARD DIX and LOIS WILSON

CLARA BERANGER



a Paramount Picture

DAVIDSON, J. M., J. M. FARRER, AND J. A. HARRIS. 1974. The

Three-Sheet Poster 3B

Twenty-four Sheet Poster 24A

Three-Sheet Poster 3B

Washington, D. C.

Register of Copyrights
Washington, D. C.

MAR 12 1924

Dear Sir:

I herewith respectfully request the return of the following
named motion picture films deposited by me for registration of
copyright in the name of Famous Players Lasky Corporation of the U.S.

ICEBOUND - seven reels

Respectfully,

FULTON BRYLAWSKI

The Famous Players Lasky Corporation of the U.S.
hereby acknowledges the receipt of two copies each of the
motion picture films deposited and registered in the Copyright
Office as follows:

<u>Title</u>	<u>Date of Deposit</u>	<u>Registration</u>
ICEBOUND	3-12-24	

The return of the above copies was requested by the said
Company, by its agent and attorney on the 12th day of
March, 1924 and the said Fulton Brylawski for himself, and as
the duly authorized agent and attorney of the said Company,
hereby acknowledges the delivery to him of said copies, and
the receipt thereof.

Fulton Brylawski

This document is from the Library of Congress
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1912-1977”

Collections Summary:

The Motion Picture Copyright Descriptions Collection, Class L and Class M, consists of forms, abstracts, plot summaries, dialogue and continuity scripts, press kits, publicity and other material, submitted for the purpose of enabling descriptive cataloging for motion picture photoplays registered with the United States Copyright Office under Class L and Class M from 1912-1977.

Class L Finding Aid:

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